CLEAN VERSION OF ALL PENDING CLAIMS

The currently pending claims read as follows:

1. (Amended) A computer-implemented method comprising:

selecting an ad to be displayed on a web page as one of a plurality of ads within a current cluster, each of the plurality of ads having a respective selection probability for being displayed;

displaying the ad selected on the web page;

detecting activation of the ad displayed; and,

transmitting information to an entity associated with the ad upon detecting activation of the ad displayed, the transmitted information comprising information regarding the current cluster.

2. The method of claim 1, further comprising displaying a web page associated with the entity associated with the ad.

3. The method of claim 1, wherein the current cluster is one of a plurality of clusters, the plurality of clusters based on information provided by at least the entity.

4. The method of claim 1, wherein detecting activation of the ad display comprises detecting clicking on of the ad displayed.

6. The method of claim 1, wherein at least some of the plurality of ads are related to the entity for promoting a brand image of the entity.

7. The method of claim 1, wherein the entity comprises one of: a vendor, an advertiser, an organization, and a business.

8. (Amended) A computer-implemented method comprising:

detecting activation of a display message, the display message associated with a current cluster and having a selection probability within the current cluster for being displayed ;

transmitting information to an entity associated with the display message upon detecting activation of the display message, the information comprising information regarding the current cluster.

9. The method of claim 8, wherein the current cluster is one of a plurality of clusters, the plurality of clusters based on information provided by at least the entity.

10. The method of claim 8, wherein the entity comprises one of: a vendor, an advertiser, an organization, and a business.

11. (Amended) A machine-readable medium having instruction stored thereon for execution by a processor to perform a method comprising:

selecting an ad to be displayed on a web page as one of a plurality of ads within a current cluster, each of the plurality of ads having a respective selection probability for being displayed;

displaying the ad selected on the web page;

detecting activation of the ad displayed; and,

transmitting information to an entity associated with the ad upon detecting activation of the ad displayed, the transmitted information comprising information regarding the current cluster.

12. The medium of claim 11, the method further comprising displaying a web page associated with the entity associated with the ad.

13. The medium of claim 11, wherein the current cluster is one of a plurality of clusters, the plurality of clusters based on information provided by at least the entity.

14.   The medium of claim 11, wherein detecting activation of the ad display comprises detecting clicking on of the ad displayed.

16.   The medium of claim 11, wherein at least some of the plurality of ads are related to the entity for promoting a brand image of the entity.

17.   The medium of claim 11, wherein the entity comprises one of: a vendor, an advertiser, an organization, and a business.

18. (Amended) A machine-readable medium having instructions stored thereon for execution by a processor to perform a method comprising:

detecting activation of a display message, the display message associated with a current cluster and having a selection probability within the current cluster for being displayed;

transmitting information to an entity associated with the display message upon detecting activation of the display message, the information comprising information regarding the current cluster.

19.   The medium of claim 18, wherein the current cluster is one of a plurality of clusters, the plurality of clusters based on information provided by at least the entity.

20.   The medium of claim 18, wherein the entity comprises one of: a vendor, an advertiser, an organization, and a business.

21.   (New) The method of claim 1, further comprising dynamically tailoring the web page based upon the transmitted information.

22.   (New) The method of claim 1, further comprising dynamically tailoring the ad displayed based upon the transmitted information.

23.   (New) The method of claim 8, further comprising dynamically tailoring a display based upon the information regarding the current cluster.

24.   (New) The method of claim 8, further comprising dynamically tailoring the display message based upon the information regarding the current cluster.

25.   (New) The medium of claim 11, the method further comprising automatically changing at least one of the web page and the ad displayed based upon the information regarding the current cluster.

26.   (New) The medium of claim 18, the method further comprising automatically changing at least one of a display and the display message based upon the information regarding the current cluster.